

NRLA'S CENTS Program

Comparing Expenditures in the NRLA Territory Survey

How do you stack up against your competitors? Have your expenses increased or decreased year over year? This program is an invaluable tool to help your business survive and grow in a challenging economy. Quickly and easily evaluate your expenses in comparison to national and regional dealers.

FEATURES

- Web-based program with easy data entry.
- More than 80 charts and graphs, many with industry benchmarks and tags showing which way you want your data to be trending.
- Charts include categories such as-Sales, Gross Margin, Salaries, Operating Expenses, AR Aging, EBITDA and many more!
- Ability to store your data from year to year, allowing you to see how you have improved (or not) over time.
- Created and managed by regional Lumber and Building Material associations you trust. Your data is safe, secure and confidential.

HOW IT WORKS

- Complete this form and submit it with your payment of \$200.
- You will be sent a username and password, along with a web address.
- As you enter data, you can do it all at once or save some and come back later. **HOWEVER, ALL DATA MUST BE ENTERED BY APRIL 30.**
- After May 1, log back into the system to view or print your charts showing how your company compares to national and regional averages.

PAYMENT: \$200

Name: _____ Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Check # _____ VISA MC AMEX Card# _____

Exp. Date: _____ Security Code: _____ (4 digits front of AMEX/3 digits back of VISA/MC)

Signature: _____



**Compare your
business with
similarly sized
dealers
throughout
the United
States!**

**For more
information
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